

INSTRUCTOR

B. Rich

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COURSE INFORMATION

DMA 490 Section 701 / ISM 390 Section 701

Time: Monday 5:45 – 9:00

Location: 14 East Jackson, #210 (Loop)

Course page: [D2L](#)

COURSE DESCRIPTION

This course assists students preparing to enter the job market. Its focus is on assembling a professional online portfolio and refining presentation skills. Workshops, discussions with invited professionals, and class activities will help students plan, construct, and build their online presence that can be used for a job search and professional networking.

PREREQUISITE: None

COURSE OBJECTIVES

1. Be able to select, prepare and describe work for inclusion in a professional portfolio.
2. Design and produce a professional online portfolio targeted at employment goals.
3. Give effective oral presentations of their professional work.

CLASS FORMAT

Classes will consist of discussions, workshops, design work, critique, guests and student presentations. You should expect to spend 5-10 hours per week outside of class on course-related work. Class attendance and working on milestone assignments independently is crucial for success.

COMPUTERS + SOFTWARE

Class meets in a computer lab, but feel free to use your own. Students will choose a platform (WordPress, Squarespace, etc) for implementing their portfolio based on their own technical skills and other factors. This class will not emphasize technical implementation or developing web skills. You are encouraged to use Lynda.com for technical guidance. (free for students)

EVALUATION & GRADING

Attendance/Participation	15
Portfolio Action Plan	10
Portfolio Examples & Resources	5
Work Audit	10
Platform Research	5
Project Description & Presentation	10
Portfolio Progress & Presentations (3 Milestones)	45
	100

GRADING SCALE

A	93%
A-	90%
B+	87%
B	83%
B-	80%
C+	77%
C	73%
C-	70%
D	60%
F	0%

Letter grades will be based on the minimum percentages of total points earned

WEEKLY SCHEDULE (subject to change)*

WEEK 1 SEPT 12	TOPIC	Syllabus & Intros Goals & Plans
	ASSIGNMENT	Portfolio Action Plan Portfolio Examples and Resources
WEEK 2 SEPT 19	TOPIC	Effective Professional Portfolios
	PANEL	Industry professionals discuss what employers look for
	DUE	Portfolio Action Plan Portfolio Examples and Resources
	ASSIGNMENT	Work Audit
WEEK 3 SEPT 26	TOPIC	Gathering your work
	DUE	Work Audit
	ASSIGNMENT	Platform Research
WEEK 4 OCT 3	TOPIC	Platforms: Exploration, selection Project Descriptions
	DUE	Platform Research
	ASSIGNMENT	Project Description and Presentation
WEEK 5 OCT 10	TOPIC	Presentation Practice Layout & Design
	PANEL	DePaul members offer feedback to presentations
	DUE	Project Description and Presentation
WEEK 6 OCT 17	TOPIC	Portfolio Building & Refinement
	ASSIGNMENT	Portfolio Progress 1
WEEK 7 OCT 24	TOPIC	Content & Details
	DUE	Portfolio Progress 1
	ASSIGNMENT	Portfolio Progress 2
WEEK 8 OCT 31	TOPIC	Practice Presentations of Portfolios
	DUE	Portfolio Progress 2
	ASSIGNMENT	Portfolio Progress 3

WEEK 9	TOPIC	Portfolio Building & Refinement
NOV 7	DUE	Portfolio Progress 3
	ASSIGNMENT	Final Portfolio
WEEK 10	TOPIC	Portfolio Presentations to Panel (pros, faculty, etc)
NOV 14		
Last class meeting		

* This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.

Course Policies: In addition to [CDM Academic Policies](#) and [DePaul University Policies](#), the following policies will apply to this course:

Email: Email is the primary means of communication between faculty and students enrolled in this course outside of class time. Students should be sure their email listed under "demographic information" at <http://campusconnect.depaul.edu> is correct.

Some guidelines for your emails:

- Be clear and concise in your subject line; ex: "DMA 490 – question about assignment X"
- Don't reply to a class-wide email unless it pertains specifically to the subject of that email
- Begin a new email thread for any new question, notification, etc.
- Expect a reply within 24 hours during the week. Expect a delayed response on weekends. If you don't get a response within 1 business day, please resend as there may be an email issue

Course Lectures/Reading Assignments: The assigned and recommended readings offer an opportunity for independent learning that supplements the lectures. Lectures will introduce material not available in the readings, and the readings will explore concepts not mentioned in class.

Late Assignments: In order to receive any credit for an assignment, you must communicate with me at least 24 hours before the due date/time regarding it being late. Late assignments will have points deducted at the rate of 10 points/day. No assignment will be accepted more than 7 days late without a medical excuse

Attendance: Attendance is mandatory. An absence is defined as not showing up for class, arriving 30 minutes late or leaving 30 minutes early. All absences will result in a reduction of the attendance/participation grade. 3 absences, whether excused or not, may constitute failure for the course. In order to petition for an excused absence, students who miss class due to illness or significant personal circumstances should complete the Absence Notification process through the [Dean of Students office](#).

Class Participation: Student participation is crucial to this class. Students are encouraged to ask questions and offer comments relevant to the class topics. Students are encouraged to offer answers, insights and best guesses to questions posed in class. Productive critiques of your own and everyone else's work is critical. Having your files and devices, making the most of class time, and being fully present and engaged add towards the class experience and your participation points.

Behavior & Attitude: Food and drink are fine. A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include: talking to others when someone is speaking, mocking another's opinion or beliefs, cell phones ringing/vibrating, emailing, etc. Out of respect to fellow students and the professor, texting, social media and other forms of technological communication are not allowable in class. If any issues arise a student may be asked to leave the classroom and/or lose their tech privileges.

Cell Phones/On Call: If you bring a cell phone to class, it must be off or set to a silent mode. Should you expect to need to answer a call during class, tell the instructor before class and leave the room in an undistruptive manner. If you are required to be on call as part of your job, please communicate this at the start of the course.

Civil Discourse: DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be [Socially Responsible Leaders](#). It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course.

DePaul University Policies:

Online Course Evaluations: Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in [CampusConnect](#).

Academic Integrity and Plagiarism: This course will be subject to the university's academic integrity policy. More information can be found at <http://academicintegrity.depaul.edu/>. If you have any questions be sure to consult with your professor.

Academic Policies: All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the [University Academic Calendar](#). Information on enrollment, withdrawal, grading and incompletes can be found under [Enrollment Policies](#).

Students with Disabilities: Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential. To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: csd@depaul.edu.

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